



Koustav Banerjee

Total Sales

11.86M

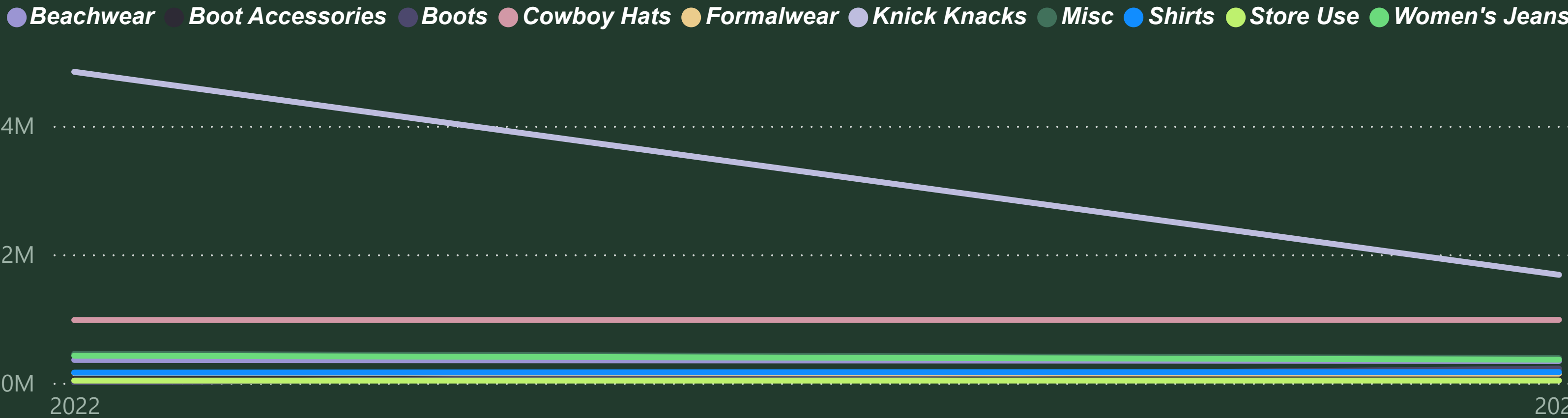
Total Customers

971K

Avg Sales / Customer

8.01

Sales Trend by Year



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Department

All

Segment

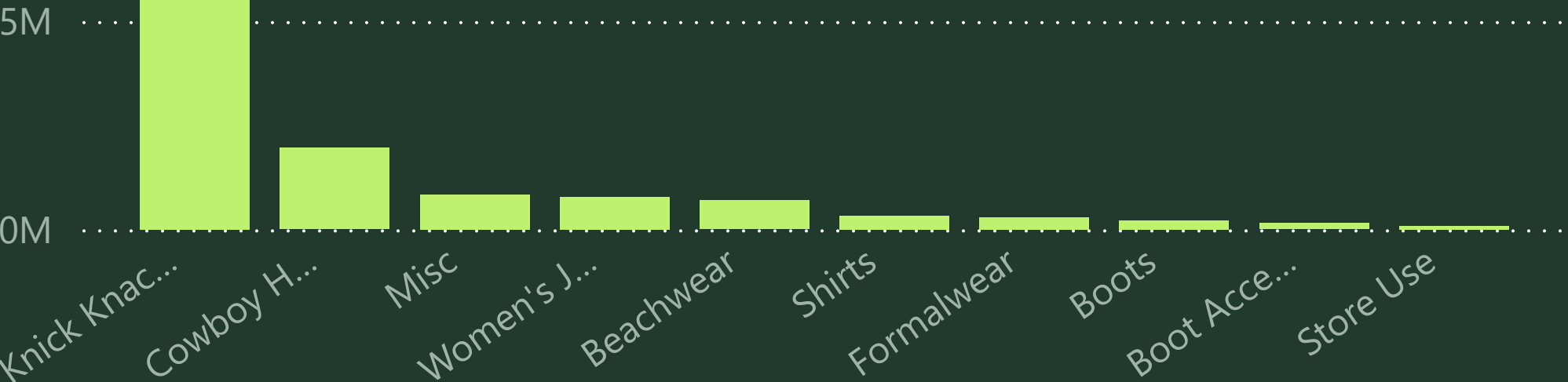
- ☐ Core Customers
- ☐ Elite Customers
- ☐ Infrequent Cu...
- ☐ New Customers
- ☐ Power Shoppe...

Year

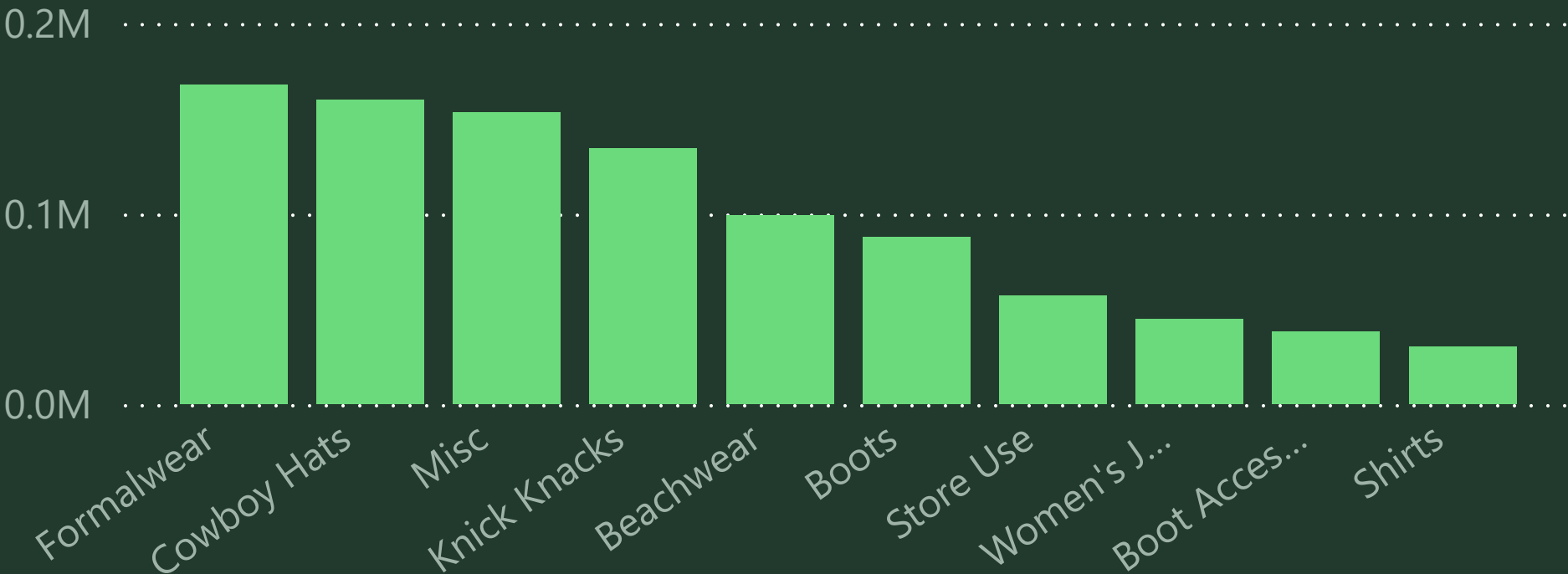
2022

2023

Sales by Department



Customers by Department



Yearly Sales & Customer Metrics by Segment

Year	2022			2023		
Segment Description	Total Sales	Total Customers	Avg Sales / Customer	Total Sales	Total Customers	Avg Sales / Customer
Core Customers	<div>↑</div> 1,666,697.62	<div>↘</div> 101420	<div>▬</div> 8.21	<div>↓</div> 795,866.92	<div>↘</div> 97194	<div>▽</div> 7.75
Elite Customers	<div>↑</div> 1,869,370.18	<div>↑</div> 123817	<div>▬</div> 9.38	<div>↘</div> 1,150,360.97	<div>↑</div> 115880	<div>△</div> 11.03
Infrequent Customers	<div>↗</div> 1,254,541.23	<div>↓</div> 85789	<div>▽</div> 6.97	<div>↓</div> 751,937.69	<div>↓</div> 87166	<div>▽</div> 7.41
New Customers	<div>↗</div> 1,506,835.16	<div>↘</div> 95234	<div>▽</div> 7.91	<div>↘</div> 1,097,916.82	<div>↗</div> 103929	<div>▬</div> 8.20
Power Shoppers	<div>↘</div> 1,166,957.65	<div>↓</div> 80018	<div>▽</div> 6.78	<div>↓</div> 599,023.71	<div>↓</div> 80411	<div>▽</div> 6.40
Total	7,464,401.84	486278	7.86	4,395,106.11	484580	8.17

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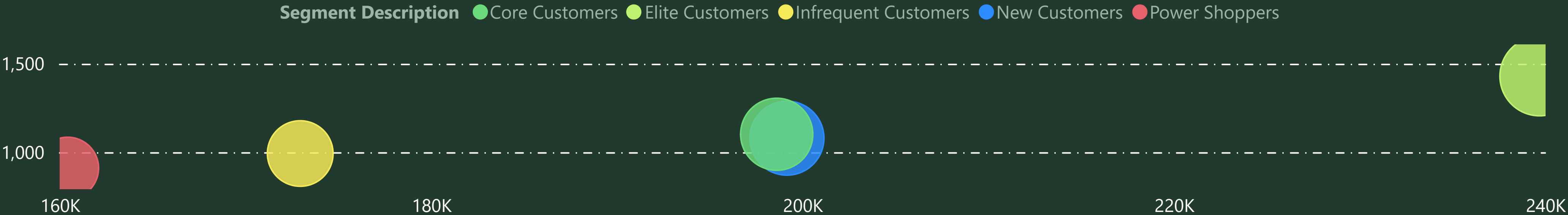
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Year

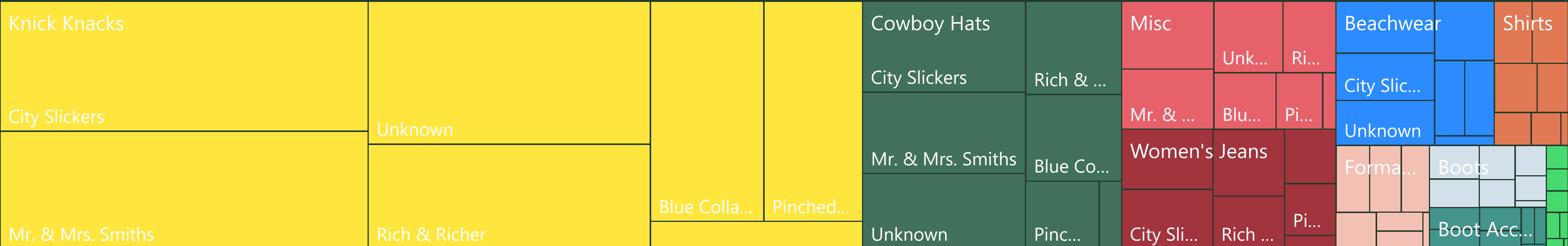
2022

2023

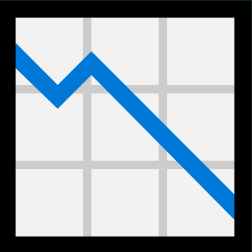
Customer Volume vs. Avg Spend by Segment



Segment and Profile By Sales



Overall Sales Growth (%): - 41.11%



Overall Customer Growth (%): - 34.91%

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Segment

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Year

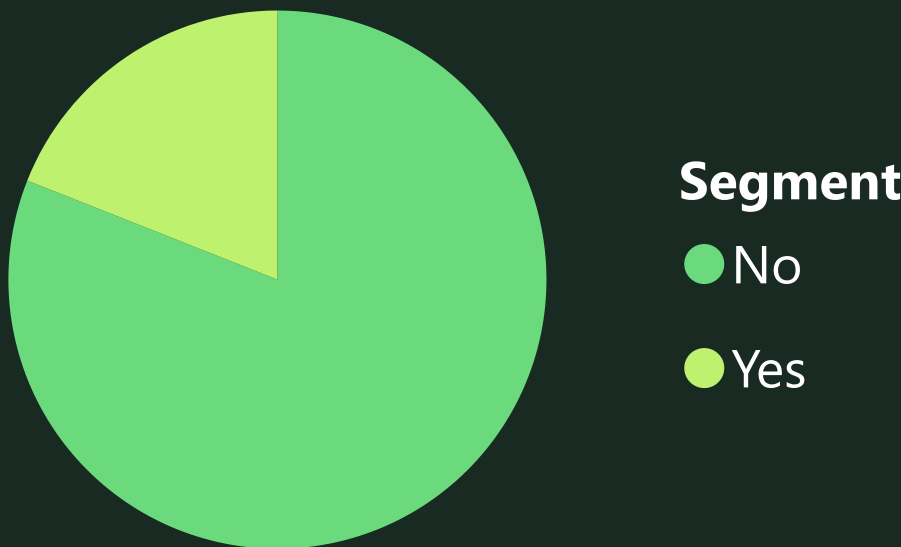
2022

2023

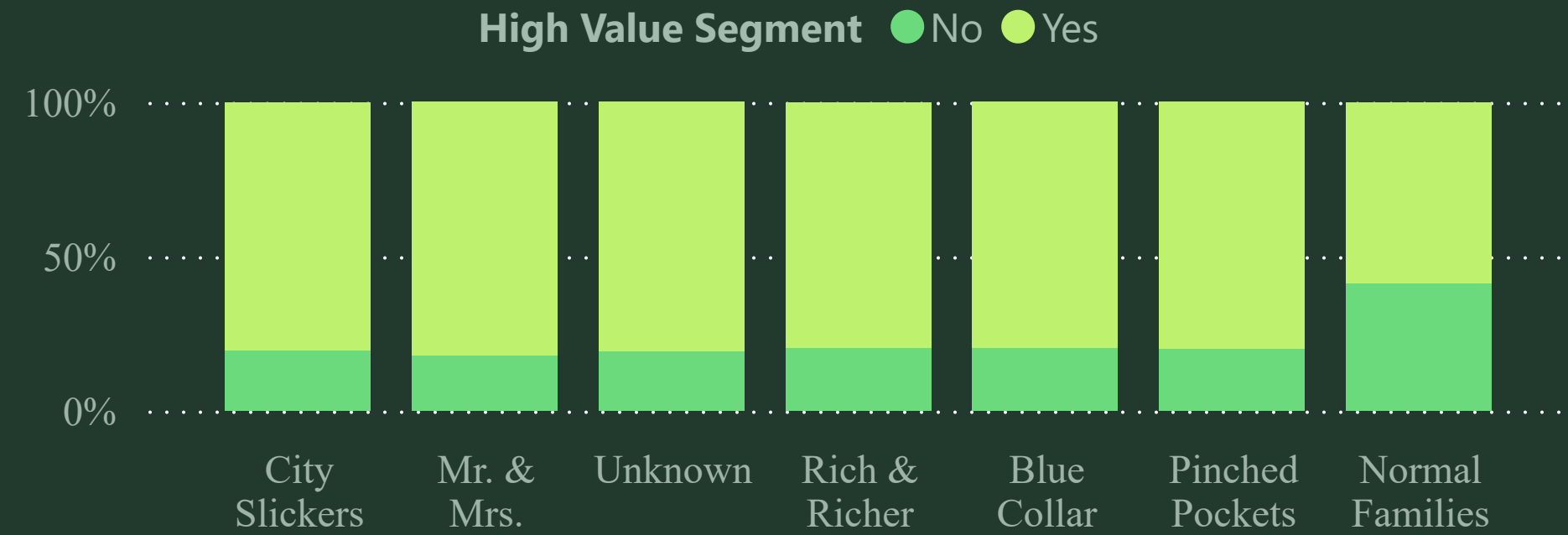
Sales by Year and Segment



Profile by High Value Segment



Sum of Sales by Profile Description and High\_Value\_Segment



Sum of Sales by Department Description and High\_Value\_Segment

